

**CONTRACT**

**WCAU**  
**10 Monument Road**  
**Bala Cynwyd, PA 19004**  
**(610) 668-5510**

www.nbcphiladelphia.com

And:

**MESSAGE AND MEDIA**  
**100 ALBANY STREET**  
**NEW BRUNSWICK, NJ 08901**

<u>Contract / Revision</u> 337125 /		<u>Alt Order #</u>
<u>Product</u> <b>Political</b>		
<u>Contract Dates</u> <b>09/25/12 - 10/01/12</b>	<u>Estimate #</u>	
<u>Advertiser</u> <b>MENENDEZ FOR SENATE</b>		<u>Original Date / Revision</u> 09/21/12 / 09/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WCAU</b>	<u>Account Executive</u> Aaron Zeligson	<u>Sales Office</u> Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 42907		<u>Advertiser Ref</u> 16339

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WCAU	09/25/12	09/28/12	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	- TWTF--	:30	4	\$175.00	NM	4	\$700.00
	LUR											
N 2	WCAU	09/25/12	09/28/12	6A-7A M-F	6A-7A M-F	- TWTF--	:30	4	\$500.00	NM	4	\$2,000.00
	LUR											
N 3	WCAU	09/25/12	09/28/12	7A-9A TODAY SHOW	7A-9A M-F	- TWTF--	:30	6	\$1,000.00	NM	6	\$6,000.00
	CDR											
N 4	WCAU	09/29/12	09/29/12	10-1030A SA OPEN HSE	10-1030A	-----S-	:30	1	\$300.00	NM	1	\$300.00
	CDR											
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	09/29/12-09/29/12	10-1030A SA OPEN HSE	10-1030A	-----Sa--	:30		<del>\$300.00</del>	NM		
				See MG 4.2								
				PREEMPT-PROGRAM CHANGE								
	2	WCAU	09/27/12-09/27/12	4P-5P NBC10 NEWS	4-5P M-F	----Th----	:30		\$300.00	NM		
				MG for 4.1 09/29								
N 5	WCAU	09/29/12	09/29/12	6A-7A SATURDAY	6A-7A SA	-----S-	:30	1	\$275.00	NM	1	\$275.00
	CDR											
N 6	WCAU	09/29/12	09/29/12	7A-9A SATURDAY	7A-9A SA	-----S-	:30	1	\$600.00	NM	1	\$600.00
	CDR											
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	09/29/12-09/29/12	7A-9A SATURDAY	7A-9A SA	-----Sa--	:30		\$600.00	NM		
N 7	WCAU	09/29/12	09/29/12	9A-10A SATURDAY	9A-10A SA	-----S-	:30	1	\$600.00	NM	1	\$600.00
	CDR											

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



**WCAU**  
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**(610) 668-5510**

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<u>Contract / Revision</u> 337125 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/25/12 - 10/01/12		<u>Product</u> Political
<u>Advertiser</u> MENENDEZ FOR SENATE		<u>Estimate #</u>
<u>Original Date / Revision</u> 09/21/12 / 09/25/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	09/29/12-09/29/12	9A-10A SATURDAY	9A-10A SA	-----Sa--	:30		<del>\$600.00</del>	NM		
	See MG 7.2 PREEMPT-PROGRAM CHANGE											
	2	WCAU	09/29/12-09/29/12	7-8A SATURDAY	7A-8A SAT	-----Sa--	:30		\$600.00	NM		
	Ⓜ MG for 7.1 09/29											
N 8	WCAU	09/30/12	09/30/12	6A-8A SUNDAY	6A-8A SU	-----S	:30	1	\$150.00	NM	1	\$150.00
	LUR											
N 9	WCAU	09/30/12	09/30/12	8-10A SUNDAY	758A-956A SUNDAY	-----S	:30	1	\$475.00	NM	1	\$475.00
	CDR											
N 10	WCAU	09/30/12	09/30/12	1130A-12P SUN @ ISSUE	1130A-12P	-----S	:30	1	\$100.00	NM	1	\$100.00
	LUR											
N 11	WCAU	09/30/12	09/30/12	10A-1030A SUN CHRIS MTT	10A-1030A SU	-----S	:30	1	\$250.00	NM	1	\$250.00
	LUR											
N 12	WCAU	09/25/12	09/28/12	3P-4P M-F ELLEN	3P-4P M-F	-TWTF--	:30	4	\$350.00	NM	4	\$1,400.00
	LUR											
N 13	WCAU	09/25/12	09/28/12	4P-5P NBC10 NEWS	4-5P M-F	-TWTF--	:30	4	\$300.00	NM	4	\$1,200.00
	LUR											
N 14	WCAU	09/25/12	09/28/12	5-6P NBC10 NEWS @ 5	M-F-6P M-F	-TWTF--	:30	4	\$400.00	NM	4	\$1,600.00
	LUR											
N 15	WCAU	09/25/12	09/28/12	6P-630P NBC10 NEWS	6P-630P M-F	-TWTF--	:30	4	\$800.00	NM	4	\$3,200.00
	CDR											
N 16	WCAU	09/29/12	09/29/12	6P-630P NEWS SAT	6P-630P	-----S-	:30	1	\$475.00	NM	1	\$475.00
	LUR											
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	09/29/12-09/29/12	6P-630P NEWS SAT	6P-630P	-----Sa--	:30		<del>\$475.00</del>	NM		
	See MG 16.2 PREEMPT-PROGRAM CHANGE											
	2	WCAU	09/30/12-09/30/12	6P-630P SU NEWS AT 6P	6P-630P SU	-----Su	:30		\$475.00	NM		
	Ⓜ MG for 16.1 09/29											
N 17	WCAU	10/01/12	10/01/12	5A-6A M-F NBC10 NEWS	5A-6A M-F	M-----	:30	1	\$200.00	NM	1	\$200.00
	LUR											
N 18	WCAU	10/01/12	10/01/12	6A-7A M-F	6A-7A M-F	M-----	:30	1	\$600.00	NM	1	\$600.00
	LUR											
N 19	WCAU	10/01/12	10/01/12	7A-9A TODAY SHOW	7A-9A M-F	M-----	:30	1	\$750.00	NM	1	\$750.00
	LUR											
N 20	WCAU	10/01/12	10/01/12	3P-4P M-F ELLEN	3P-4P M-F	M-----	:30	1	\$325.00	NM	1	\$325.00
	LUR											
N 21	WCAU	10/01/12	10/01/12	4P-5P NBC10 NEWS	4-5P M-F	M-----	:30	2	\$400.00	NM	2	\$800.00
	LUR											
N 22	WCAU	10/01/12	10/01/12	5-6P NBC10 NEWS @ 5	M-F-6P M-F	M-----	:30	1	\$500.00	NM	1	\$500.00
	LUR											

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<u>Contract / Revision</u>	<u>Alt Order #</u>
337125 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/25/12 - 10/01/12	Political	

<u>Advertiser</u>	<u>Original Date / Revision</u>
MENENDEZ FOR SENATE	09/21/12 / 09/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 23	WCAU	10/01/12	10/01/12	6P-630P NBC10 NEWS	6P-630P M-F	M-----	:30	1	\$650.00	NM	1	\$650.00
	LUR											
<b>Totals</b>											<b>47</b>	<b>\$23,150.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	39	\$19,325.00	\$16,426.25
10/01/12 - 10/01/12	8	\$3,825.00	\$3,251.25
<b>Totals</b>	<b>47</b>	<b>\$23,150.00</b>	<b>\$19,677.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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